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About BLDG	Page 3
------------	--------

---

Approach	Page 5
----------	--------

---

Our Team	Page 10
----------	---------

---

Case Studies	Page 11
--------------	---------

---

Proposal	Page 16
----------	---------

---

References	Page 21
------------	---------

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BLDG Studio

BLDG is a creative refuge that fosters the inspirational, the visionary and the uncommon. Where copious creatives challenge the norm, stand on the ceiling, change what's possible. Transformation is inevitable, ordinary is unacceptable. Let's create.

We specialize in branding and operate with fourteen employees: including two partners (Lesley Amann and Jay Becker).

### Capabilities\*

- Brand Architecture
- Brand Innovation
- Brand Positioning
- Copywriting
- Events
- Graphic Design
- Illustration
- Screen Printing
- Visual ID
- Web Design
- Web Development

\* All services included in this proposal will be provided in-house by BLDG.



# OUR APPROACH: RESEARCH STRATEGY DESIGN DEVELOPMENT BRAND ACTIVATION

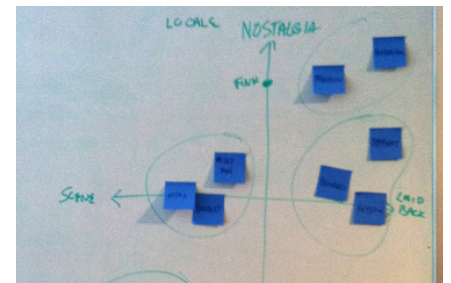
BLDG uses a four-phase process for brand identity creation, which includes Research, Strategy, Design Development and Brand Activation. This approach ensures the final solutions are smart, thought-provoking and on-target.



Audit

### Phase One: Research

We will focus on evaluating existing data from the City of Troy and gathering new insights on growth opportunities for the municipality. Research methods include stakeholder and influencer interviews, a regional landscape audit and a national audit. We will also perform an audit on the existing brand for what has worked, and what has not. This research will uncover the whitespace opportunities upon which we can build strategies.



Brand Positioning



Stakeholder Interviews



Target Citizen Research



Brand Experience

## Phase Two: Strategy

Once Research is complete, Troy's Brand Positioning, Design Targets and Brand Experience will be developed.

Brand Positioning is a short and memorable statement that defines your competitive advantage and how you would like consumers to perceive you among your competitive set.

Design Target's can be used to identify the target market and prospects for a Brand's Experience. Each profile can provide internal teams with a snapshot into the mind and lifestyle of an individual. Targets serve as a guide for design, marketing and innovation while providing many unique, motivating factors.

Brand Experience is a set of descriptive values that allow you to think beyond the task at hand and create experiences that no other competitor can replicate. This experience can attract new customers, extend loyalty and truly differentiate a brand from its competition.





Graphic Development Process

**GOMEZ**  
GOURMET FRESH SALSA

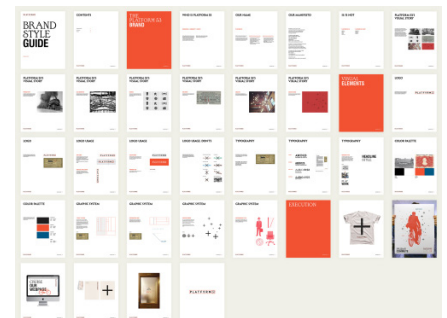
Logo Development



Design System

### Phase Three: Design Development

Once the Research and Strategy phases are complete, we will take the gathered insights and begin developing the visual brand system. This includes logo development, typeface identification, color palette, design system, patterns and photography styles.



Brand Standards





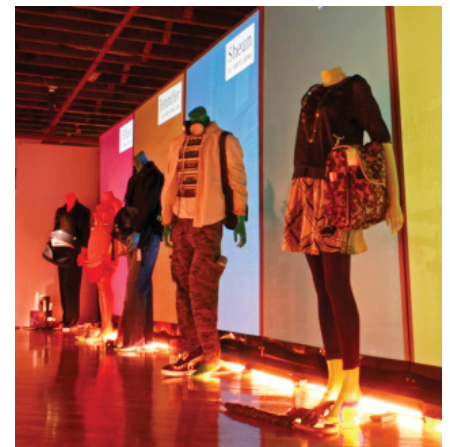
Public Art



Brand Collateral



Events



Immersive Brand Experiences

### Phase Four: Brand Activation

Once the visual identity is complete, we tell the story of the brand through unique experiences that give the public a deep understanding of what the brand stands for.

A Brand Activation can simply be defined as the act of breathing life into a brand by building the brand experience. It delivers a more intimate means of engagement, creating not only an emotional connection with the consumer, but also physical interaction with the brand. The Brand Activation follows the Brand Experience to ensure all communication is specifically targeted to the defined demographic.



Handmade Elements



## BLDG Clients

3CDC  
 Adidas  
 Boca Restaurant Group  
 Bowtie Cause  
 City of Covington  
 Cincinnati Art Museum  
 Cintrifuse Accelerator  
 Contemporary Art Center  
 CVG/Cincinnati Airport  
 Divisions Maintenance Group  
 Ei8ht Ball Brewery  
 GE FirstBuild  
 Gomez Taco  
 HGC Companies  
 Hilton Worldwide  
 Horse Country  
 Kentucky Distillers' Association  
 Kentucky Science & Technology  
 Corporation  
 Kirks Natural/Grandpa Soaps  
 Kroger Company  
**LIVESTRONG**  
 The London Police  
 New Riff Distillery  
 Northern KY Chamber  
 Peoples Liberty  
 Procter & Gamble  
 Thunderdome Restaurant Group

## Relevant Experience



cincinnati ✱ art museum



**City of Troy, OH.**  
 Municipality Rebrand  
 February, 2017



**Jay Becker****Strategy & Client Services**

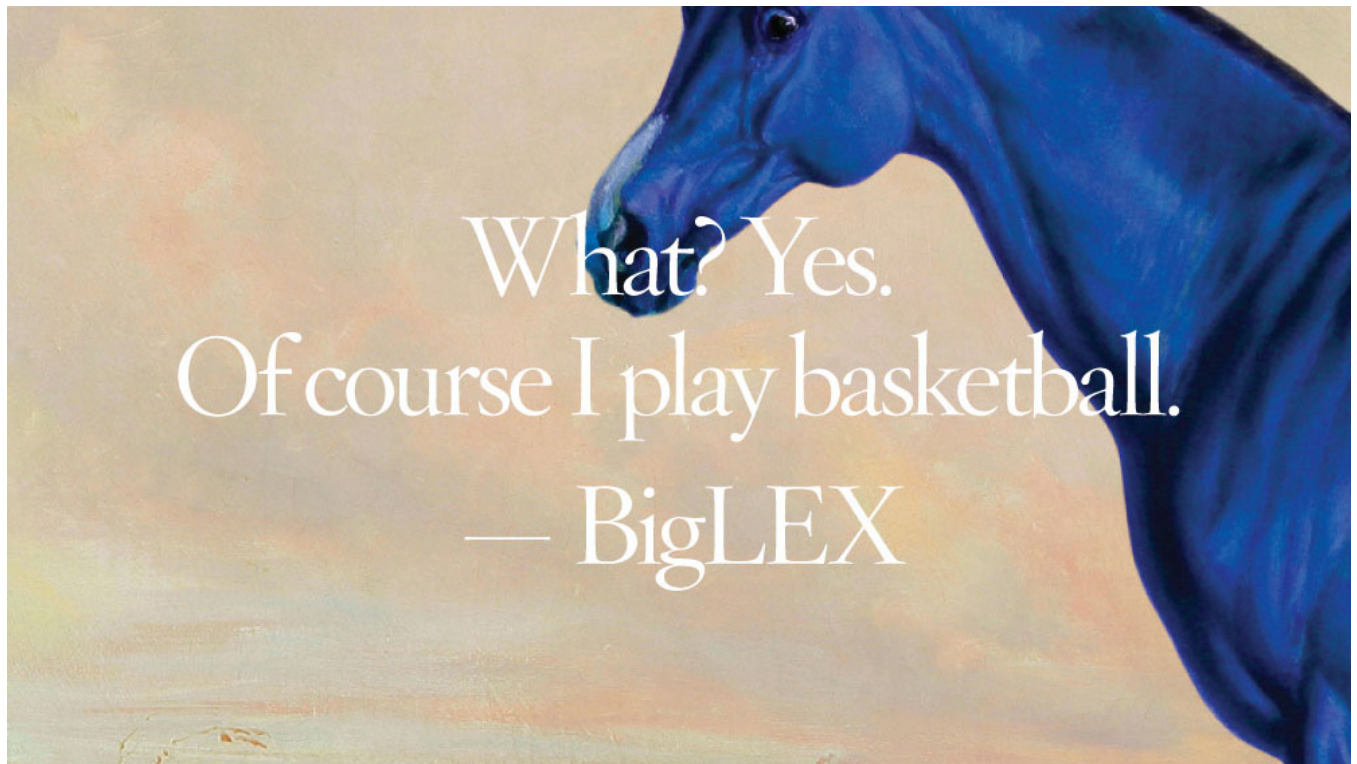
Jay spent almost 18 years as a portfolio manager and trader, beginning at the CBOE and Chicago Board of Trade as a floor trader. He has played the role of an investment banker, has bred thoroughbred horses, torn down log cabins and partnered in a software company, but never once had any fun! His world changed upon co-founding BLDG, bridging his diverse business background with his unmatched creativity.

**City of Troy, OH.**  
Municipality Rebrand  
February, 2017

**Lesley Amann****Design & Strategy**

10 years of experience working in strategic branding has given Lesley a passion for creating uniquely inspired, memorable and stylish design solutions. She has led teams to develop global brand strategies that include architecture, brand positioning/stories, identity systems and environmental designs for multiple businesses within Kraft Foods and P&G; Downy/Global FE, Tide, Febreze, Cheer, Crystal Light to name a few. Lesley's enthusiasm for the industry also motivated her to teach multiple design courses at Universities in the area. She holds a BFA from Western Kentucky University and a special place in her heart for red Dobermans, antlers, screen prints, wheat paste and the bluegrass state she will always call home.





VisitLEX Brand Identity

## VISITLEX

As stewards of Lexington's diverse experiences, VisitLEX brings out the best of the Bluegrass, attracting individuals, families and businesses from around the world. Working against the existing equity, we created an identity that suits every side of VisitLEX, providing a cohesive look and feel while making the brand instantly recognizable. We also developed a new architecture model that capitalizes on Lexington's diverse experiences in a more unified way. The brand standards manual we created captures the VisitLEX core elements and how they should be used to communicate the brand consistently and effectively.

**More Information:**

[bldgrefuge.com/project/visitlex/](http://bldgrefuge.com/project/visitlex/)

**Services**

Brand Architecture

Brand Identity

Naming

**City of Troy, OH.**  
Municipality Rebrand  
February, 2017





COV200 Brand Identity

## COV200

200 years of history and a spirit of progress were the inspiration for the COV200 brand. BLDG created a flexible system that has been featured in regional magazines, created memorabilia, decorated walls and enlisted ambassadors who are living the brand. We successfully challenged the client to think differently about their approach to promotion and awareness of the bicentennial. With the breadth of collateral and activations we created, this project is our largest to date, and the work is ongoing.

**More Information:**

[bldgrefuge.com/project/cov200/](http://bldgrefuge.com/project/cov200/)

**Services**

Brand Identity  
Graphic Design  
Illustration  
Screen Printing  
Mural Design/Painting  
Campaign  
Copywriting

**City of Troy, OH.**  
Municipality Rebrand  
February, 2017







In Vue Brand Identity

## In Vue

In Vue represents the collective vision to embrace and propel the future of Bellevue, Kentucky. Our challenge was to re-brand the city's Main Street organization, Bellevue Renaissance, and bring what makes the community special to the forefront. We developed an aspirational design target to help us identify the needs and desires of the evolving demographic driving future growth. Using these insights, we created a name and identity that captures the essence of Bellevue and tells a visual story of revitalization. The iconic "B" symbolizes both the eclectic mix of people in the city and the crafty, homespun character of the historic Fairfield Avenue business district. In addition to the brand identity, we also developed a nomenclature system to bring the brand to life across city signage, events, and digital communications.

### Services

Brand Identity  
Copywriting  
Design Target  
Naming

**City of Troy, OH.**  
Municipality Rebrand  
February, 2017







FirstBuild Brand Identity

## FIRSTBUILD

BLDG has helped create a comprehensive identity to fit an organization that is built to ignite, empower and propel innovative ideas. The realization of the FirstBuild brand required a wide range of BLDG's capabilities including a strategic brand architecture for new products, product launch campaigns, and an interior design plan for their retail space.

### Services

- Brand Architecture
- Brand Identity
- Campaigns
- Graphic Design
- Interior Design
- Product Naming



The Center for Great Neighborhoods Brand Identity

## The Center for Great Neighborhoods

As a regionally recognized thought leader in community development, The Center for Great Neighborhoods (CGN) needed a brand refresh to build upon their credibility and tell their story clearly and consistently. BLDG created a savvy branding system that positions CGN as leaders without sacrificing approachability. The simple and sophisticated logo and custom patterns pair perfectly to illustrate the ideas of community, collaboration and connection.

### Services

- Brand Identity
- Brand Positioning
- Copywriting
- Graphic Design

**City of Troy, OH.**  
Municipality Rebrand  
February, 2017



## Phase One: Research

### Outline

#### a. Evaluation of existing data

Analyze existing data commissioned by City of Troy. Find progress to build upon, pain points and unexplored areas. (primary research coming from initial survey and interviews of existing MKSK project. This will however, go beyond the downtown area into entire Troy boundary.)

- i. Mine existing research from the City of Troy (economic studies, governmental studies, MKSK project, etc.)
- ii. Prioritize data and present existing key insights to build upon

#### b. Stakeholder and influencer interviews

Conduct three interviews to provide a variety of perspectives on the past, current and future states of the city.

- i. Project stakeholders (mayor, city commish, etc.)
- ii. Troy influencers in business leaders (especially HR focus, civic and culture who represent a range of citizen's across Troy
- iii. External influencers (people we would like to live/work in Troy, being primarily citizens that have left and citizens we do not want to see leave.)

#### c. Municipality Audit

Evaluate a variety of U.S. cities similar to Troy in size, population and business climate.

- i. Present successful case studies of both business and cultural growth
- ii. Interview/research key stakeholders for growth. Range to be midwestern within cities that have between 20,000-50,000 population. -

#### Expected Deliverables

Final research presentation

#### Estimated Timeline

3 Weeks

#### Estimated Deliverable Date

March, 2017



## Phase Two: Strategy

### Outline

#### a. Design Targets

Find the Design Targets for Troy to retain and attract.

- i. Define 3-4 targets for growth (ex. millennials, young families, young professionals, entry level workers, etc.)
- ii. Evaluate Design Targets' lifestyles

#### b. Brand Positioning

Interview selected stakeholders/influencers to help define the following:

- i. Short-Term Goals
- ii. Long-Term Goals
- iii. Regional/National Position
- iv. Is/Is Not

#### c. Brand Experience

Define the desired experience and cultural identity of Troy through the lens of the Design Targets.

- i. Design Targets needs
- ii. Design Targets lifestyle integration
- iii. Brand Promise statement

#### Expected Deliverables

Final strategy presentation

#### Estimated Timeline

4 Weeks

#### Estimated Deliverable Date

April, 2017



## Phase Three: Design Development

### Outline

#### a. Visual Stories

Develop visual narratives of desired experiences. These provide visual inspiration for brand aesthetics and give a deep understanding of visual and multi-sensorial language.

- i. Design Targets lifestyle(s)
- ii. Brand Promise
- iii. 2 concepts, and second round if needed

#### Expected Deliverables

Brand Identity Book in PDF

#### Estimated Timeline

4 Weeks

#### Estimated Deliverable Date

May, 2017

#### b. Develop Brand Basics

Design the brand's visual toolkit, which includes:

- i. Logo
- ii. Typeface
- iii. Color Palette
- iv. Graphic System
- v. Key Visuals
- vi. Textures
- vii. Patterns
- viii. Photography/Photo Styles

#### c. Brand Guidelines

Create Brand Guidelines which outline the strategy and visual language of the brand for internal use and for external partners.

- i. Printed book including the following:
  1. Brand Positioning
  2. Desired Experience
  3. Visual Elements with usage guidelines
  4. Graphic System
  5. Brand in use examples





## Design Activation

### Outline

#### a. Brand Activations

Create inspirational concepts to activate the brand.

- i. Identify activations
- ii. Create activation aesthetics including:
  1. Desired Experience
  2. Environmental graphics
  3. Promotional materials

#### b. Brand Implementation

Further partner with the City of Troy and partners to bring the brand to life across all needed touchpoints.

- i. 20 hours/month commitment for creative execution
  1. Examples include Production Files, Murals, Travel, etc

#### Expected Deliverables

Brand Activation concepts  
Three Month Partnership Agreement  
Art and Media Files

#### Estimated Timeline

Over 3 Months

#### Estimated Deliverable Date

August, 2017



## Fees

Phase	Estimated Hours	Fee
Research	50	\$8,250
Strategy	100	\$16,500
Design Development	175	\$28,875
Design Activation	60	\$9,900
<b>Total</b>	<b>385</b>	<b>\$63,525</b>

Any services or expenses not projected within this proposal of work will be submitted for approval prior to continuing with said request. Examples may include: purchase of stock photography, video creation, copywriting, font purchase, mobile platform integration etc. BLDG requires a 40% down payment at signing of contract and start of project.

BLDG's creative team uses a rate of \$165 per hour for calculation of fees. Should the project be delayed or extended resulting in excess hours (difference greater than 10%), a rate of \$165 per hour will be used to calculate additional fees. An hours report schedule will be created in coordination with the Client to ensure transparency of time used against budgeted fee. Should additional services be requested outside this proposal, a separate fee may be negotiated.



"I can't tell you how blown away I was with BLDG's work. I thank them for their creativity, artistic expertise, and partnership."

—

**Doug Ulman**

President & CEO  
LIVESTRONG Foundation  
2201 E. Sixth Street  
Austin, Texas 78702

"Working with BLDG was a pleasure from start to finish. It is rare that you find a group that is not only 'connected to cool' but that can also manage and finalize projects in a businesslike manner. The icon set that BLDG created for us was something that we didn't know we needed but it has now become a central part of our branding. It was refreshing to work with a group that approached us, brought fresh ideas and added value to our brand."

—

**Joe Lanni**

Co-Founder/  
President of Development  
Currito  
188 N. Brookwood Avenue,  
Suite 100  
Hamilton, OH 45013  
cell: (513) 258-7815

"BLDG is the most uniquely creative agency I've ever had the pleasure of working with! They developed not only a name, not only a logo, but a brand and helped turn my concept into a reality. BLDG listens, reflects and delivers."

—

**Richard W. Neumann**

President, Baseball Development  
Mandalay Baseball Properties, LLC  
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